ABSTRACT OF THE DISCLOSURE

An inflatable web, and method and apparatus for inflating the web, which generally includes two sheets having inner surfaces sealed to each other in a pattern defining a series of inflatable chambers of

5 predetermined length, each of the chambers having at least one change in width over their length; an inflation port located at a proximal end of each chamber, the inflation ports being formed by intermittent seals between the sheets; and longitudinal flanges formed by a portion of each of the sheets that extend beyond the inflation ports and intermittent seals.